0.What is the positioning statement?

For friends / colleagues who want to participate on Secret Santa or celebrate a friend birthday, SECRET_FRIEND is a software solution that enables the drawing, the communication and the link with social media to help people to choose the gifts. Unlike the traditional way with papers in a bag doing the draw for secret santa, our product prevents the common error when participants pick their own names. Connecting the social media of the participants, helps to choose the presents, also for birthdays, bachelor parties and any kind of event where they have to buy a present for someone.

1. Personas

Amy, the University student

Amy is a good student at the University and she loves to organize parties and events with her friends and University colleagues. She also plays rugby and has to travel around the country because of this.

She is a very active person, always smiling and meeting new people.
Amy wakes up very early in the morning and goes to the University. She is studying Psychology.

She usually has lunch with her friends from the University and after that, she goes to her rugby training, 3 times per week. The other two days, she loves to spend the afternoon with her friends.

Sometimes, she goes to a party in the evening. She is very popular and doesn't want miss anything that is happening in the city.

Thinks	Amy thinks she spends too much time organizing small details when she is organizing a Secret Santa party and she would like to have some help to do this, such as repeating the draw when someone picks his/her own name
Sees	Amy thinks repeating the draw confuses people. Sometimes they are not sure who is the secret santa, as it once happened when someone had 2 presents while someone else had nothing. Sometimes not everybody involved is at the place where they are doing the draw and someone has to tell that person later who is his/her secret santa. This makes the secret santa less secret.
Feels	Amy feels sad when the draw needs to be done again. She is nervous because she knows anything can go wrong and the game is not so funny, the activities after that won't be as fun as they could because the people may not feel as engaged and happy.
Does	Amy has found a smart solution to not repeat the draw. She assigns a colour to each person and that person cannot pick the paper with that colour. For example, Ben is assigned with the yellow colour, so he cannot pick the yellow aper. Nobody else knows each other colours and they cannot see other people picking the papers from the bag. This prevents repeating the draw but it is not the best solution, as it requires Amy to watch closely the whole process, making her friends less relaxed doing it.

2. Problem Scenarios, Alternatives, & Value Propositions

Problem Scenarios	Current Alternatives	Your Value Proposition
Sometimes Amy has to repeat the draw because someone picked her/his own name from the bag.	Amy assigns a colour to each person and that person cannot pick the paper with that colour. For example, Ben is assigned with the yellow colour, so he cannot pick the yellow aper. Nobody else knows each other colours and they cannot see other people picking the papers from the bag. This prevents repeating the draw	Using SECRET_FRIEND app, all the participants will do the draw at the same time and each person will have assigned a person from the group but never him/herself.
Amy needs to call some people when she is doing the draw because those people are not at the place in that moment. Doing this, she knows who is the secret santa of some of the people.	Using the colour system, she can wait to see the people who were not at the draw and they can pick the papers from the bag.	Using SECRET_FRIEND app, the participants will receive an email/sms at the same time with her/his secret santa name. Nobody would know the secret santa of anyone of the group, not even Amy.
Sometimes, a secret santa of someone is not a close friend and it is difficult to buy a present for this person.	When this happens and Amy knows about the problem, she goes with her friend to buy the present. She tries to help her friend in this situation and gives the best ideas for the present.	Using SECRET_FRIEND app, the participants will have a list of suggestions based on the likes on Facebook to buy the present. This also can be used in birthdays, bachelor parties....

3. Customer Interview Guide

PERSONA HYPOTHESIS

Questions	Notes
Tell me about when you usually invite friend together to organize a party (secret santa/ birthday party/bachelor party...)	[your notes here]
Tell me about when you organize a secret santa or a birthday party and how you do the draw and pick to present.	[your notes here]
Tell me your thoughts about organize it?	[your notes here]
What do you see when you organize it?	[your notes here]

What do you feel about the organization?	[your notes here]
What do you do when you are organizing it?	[your notes here]

PROBLEM HYPOTHESIS

Questions	Notes
How do you currently do the draw and avoid repeat it? Also how do you choose the presents?	[your notes here]
What's difficult/ annoying about doing the draw, organize the people and choose the presents?	[your notes here]

What are the top 5 hardest things about doing the draw, organize the people and choose the presents?	[your notes here]
What are the top 5 things you want to do better this year organizing parties?	[your notes here]

VALUE HYPOTHESIS & CUSTOMER CREATION HYPOTHESIS

For the most part, these need to be established with direct experimentation: concierge MVP's, pre-sales, landing page tests, etc. See here for more on that: Your Lean Startup.

CLOSING AND MISCELLANEOUS

Questions	Notes
Casting a Line ("Anything else?")	[your notes here]
Housekeeping and Follow Up	[your notes here]

4. Assumptions

What is the product hypothesis?

If we provide friends/colleagues with a tool to do the draw automatically and send the email informing who is the Secret Santa to each member of the group and also his/her social media pages links, then they will use it, and it will improve the way to do the draw and buy the presents.
Also when they want to celebrate any event where they have to buy a present for someone, for example a birthday or a bachelor party, they can have access to this person social media and they can choose a great present knowing what he/she likes.

What are the key assumptions?

Testable Child Assumptions
1. If we provide a tool for inviting participants, the person who is organizing the event Secret Santa will send an invite via email to the participants to sign up and link their social media accounts. 2. If we create an ad campaign close to Christmas time, a high percentage of people will sign up and use the app 3. If we send a reminder email near Christmas time for those who used the app last year, they will likely use it again this year. 4. If we provide a list of suggestions based on the social media pages likes, the participants will find it useful when choosing their gifts. 5. If we provide a chat tool, the participants can ask questions about the present anonymously, like the size of a shoes or the favorite colour for a t-shirt.

Prio rity	Type of assumption (Pivotal, child of a pivotal, child of a child of a pivotal; extremely important, important, tactical; not sure)	Explanation for the Ranking
1	If we provide a tool for inviting participants, the person who is organizing the event Secret Santa will send an invite via email to the participants to sign up and link their FB accounts.	If it's not possible to send the invitations, the participants couldn't sing and do not use the tool ---- 1 = Pivotal: If this is disproven, the venture needs to be canned or go through a fundamental pivot.
2	If we provide a list of suggestions based on the social media likes, the participants will find it useful when choosing their gifts.	2 = Child of a pivotal assumption: Same assumption but more detail, specificity
3	If we provide a chat tool, the participants can ask questions about the present anonymously, like the size or the favorite colour	3 = Child of a child: More detail on one of the priority 2 assumptions above

End truly pivotal assumptions		
4	If we send a reminder email near Christmas time for those who used the app last year, they will likely use it again this year.	4 = Extremely important: This assumption substantially affects key profit drivers
5		
6–10		
X	If we create an ad campaign close to Christmas time, a high percentage of people will sign up and use the app.	X = Not sure: Not being sure of the priority is much better than skipping it!

5. Experiments: Testing Your Assumptions

What assumption will this test?	If we provide a list of suggestions based on the social media pages likes, the participants will find it useful when choosing their gifts.
How will we test it?	We'll start using a basic prototype created in Balsamiq to assess the basic value of the feature. The persons who are going to test it were recruited on a shopping center. These tests are important to know how the customers choose their presents and if they would buy them online or/and follow the suggestions on the app. We would like to test if they understand the buttons and how it works.
What is/are the pivotal metric(s)?	We would like to test if the subjects use the tool, and if they think it's useful. We inform them that it's just a test and they can also fake-buy a present that they like. We'd like to see at least 60% of the subjects use the tool provided and would buy some of the suggestions on the feature. We'd like to see at least 20% buy the presents online and use the link provided to do it.
What is the threshold for true (validated) vs. false (invalidated)?	1- If we create a page on they can see the preferences of the secret santa ~90% of the subjects will check it. 2- If we put some links to other webpages where the subjects can buy the presents for their secret santa, 70% of them will use it and buy the presents through those websites.
What will you do next if the result is true? False?	If the two of the test are validated, we will proceed to create the tool and use it on our app. This will move us to speak with some companies interested on sell their products through our app. If only the number one is validated, we will proceed to create the tool to help our customers, but we won't use others companies websites. If no tests pass, we will step back and consider the a) whether a different take on the value proposition might be relevant and b) whether the problem is truly important.

How much time, money will it take to set up?	To set up the experiment it will take: - 500EUR and 20 hours of work by our product lead to set up, user test, and document. - 800EUR and 40 hours of work by our technical to create the prototype to use it on the tests. (Please, be aware that this data are just to use on the assignment of the course and it may be not the correct one)
Roughly, what will it take for each individual test?	For each test, it will take: - 50 EUR and 2 hours for initial Q&A and on boarding (including travel, etc.) - 50 and 1.5 hours of try the prototype and give feedback (Please, be aware that this data are just to use on the assignment of the course and it may be not the correct one)
Roughly, how long will it take for each test to run and produce definitive, actionable results?	This test will run for 1-2 weeks after which we expect to have a full set of results on-hand.